President’s Letter

Welcome to Fall Convention! It’s been a fun and exciting year as your Board planned for this Convention. We are thrilled with the program we have for this weekend, and hope you are looking forward to it as well.

I would like to take a moment to thank all of the Board members for their hard work and dedication over the past year. Their commitment to doing their best for Nebraska paras never waivers, and they always go above and beyond.

Daniel Book’s efforts as President-Elect have been admirable. I know you will all see some of the results of his efforts in the door prizes at the luncheon on Saturday. But, that’s just a glimpse at the work he has put in this year to help plan our Convention. He was also integral in revising our Para Board policy manual this year - and I really appreciate his hard work.

Missy Grooms, much to my dismay, resigned from her position as the Para Secretary a few weeks ago. She has decided to make a career change, and is no longer in the paraoptometric profession. However, Missy’s passion for the para field was evident throughout the year as she worked for the betterment of the Para section in Nebraska. She put in a lot of time keeping minutes, securing speakers and equipment for Convention, and was also a huge part of our Para Board Policy Manual revision. She will be missed!

Brandy Saltzman has continually stepped up to the plate whenever she was needed. Most recently, Brandy organized the door monitors for Convention. As her term concludes as treasurer, I want to thank Brandy for taking on this responsibility.

Brook Hutson has been a great advisor as Past President of the Para Board. I could always count on Brook to answer my questions and give me guidance throughout my term as president. She is a fantastic cheerleader, who is always there with a word of encouragement.

The Para Board is very lucky to have Jill Luebbert continue to serve as an ex-officio member of our Board. Jill’s experience as a para, her time on the NOA Para and AOA Para Section Boards, and her knowledge of the industry are immeasurable. Her advice and expertise are always welcome, and serve to make us a better board. And, we can always count on Jill to provide excellent education courses at our Fall Convention. We are lucky to have her to rely on.

Now, speaking of Convention, we have several course tracks to up your knowledge of the field. Don’t miss the Third Party Update and Knowledge Bowl on Saturday afternoon. Even if you don’t think your particular job has a lot to do with Third Party information, I know you will get some good knowledge out of the course. Dr. Schneider always has a wealth of knowledge - and this format is going to be fun! We will get together in teams with both paras and doctors for a competitive format, with snacks and a cash bar to top it off!

And, of course there are some fun social events as well. I hope to see you all at the Tailgate Party, Dueling Pianos and Husker game Saturday night. What a fun way to top off Convention!

I will end by saying that I hope you all leave here with renewed excitement for your profession. I have loved being your Para Board President, and I am grateful to you for trusting me to lead you.

Have a great Convention!

Matt
AOA Paraoptometric Resource Center

Are you an Associate Member of the AOA?

All paraoptometrics/optometric staff of AOA member ODs may become AOA associate members and have access to all current Paraoptometric Resource Center (PRC) member benefits and services, at no membership cost to the paraoptometric and no added membership cost to the AOA-member optometrist. Paraoptometrics interested in gaining access to these resources should request that their AOA member OD enroll them.

This new AOA OD member benefit means free access to programs and services that offer education and staff training, significant discounts on education materials for purchase, discounts on registration fees for Optometry’s Meeting®, and information communicated through AOA publications.

Information needed to enroll staff:
- Legal name of staff (as appears on Driver’s License)
- Date of Birth
- Unique email address for each staff person

How to enroll—(AOA OD member ID and password will be required)
The AOA Member OD, or his designee, should:

1. Visit this site
2. Click on the “Manage Staff” tab
3. Enter information for each staff person (non-OD)

You will need:
- Legal name of staff (as appears on Driver’s License)
- Date of Birth
- Unique email address for each staff person

Have Questions? Need help? Contact: PRC@aoa.org or 800-365-2219, ext. 4108.

To find out if you are already registered as an associate member of the AOA, or to see how your doctor can register you, stop by the NOA Booth in the Exhibit Hall.
Serve Your Profession - Run for Para Board of Directors

Due to the resignation of our Secretary this past year, we will be electing a Secretary for a one-year term, along with a President –Elect and a Treasurer. It is a great honor to serve on the board and to have an active role in deciding the educational offerings that are brought to us each year. We would like to get as many people nominated as possible. Don’t be afraid to get involved. You will be glad you took the chance to be a part of the Paraoptometric Board. You may nominate yourself or others by contacting any Para Board member at Convention. If you don’t have the opportunity to talk with an officer prior to the Business Meeting, you can nominate yourself then.

Wondering what is involved with being a member of the Para Board?

Benefits of Board Involvement

• Gain contacts throughout the state and nationally to call on for ideas and information useful in your practice.
• Gain a broader view of the industry which allows you to better contribute to the efficiency and effectiveness of their practice.
• Practice written and oral communication skills through contributions to the Para Section newsletter and presentations at educational events.
• Gain business skills as you work to plan and fund Para Section educational events.
• Gain valuable volunteer skills to apply within the practice and other activities within your community.

Overall Board Responsibilities

Policy Responsibilities
• Be knowledgeable of bylaws
• Be knowledgeable of policy manual
• Be knowledgeable of the content of past Board meeting minutes to understand the history of the organization, its policies and services.

Financial Responsibilities
• Review the financial statements provided by the NOA
• Monitor the financial performance of the Para Section in relation to the Board approved budget

Estimated Time Commitment
• Board meetings are generally conducted via conference call in the evening (usually quarterly). Members are encouraged to review documents before the meeting with meetings generally lasting 1 hour in length. An in-person meeting lasting 1-2 hours is generally held at the conclusion of Convention.
• Assisting with educational events prior to and after the event require anywhere from 1 to 10 hours of a board member’s time. Para events at present consist of three days of educational sessions at the NOA Fall Convention. Board members are asked to arrive the evening prior to convention to assist with convention preparation.

Estimated Financial Commitment
• Funding for the Para Section is provided through the NOA. To keep dues payments reasonable, board members’ optometric practices are encouraged to provide reimbursement to board members if they would have attended the event regardless of their board status.
• Although members of the Board should strive to be in attendance at all meetings of the Board and educational events held during their tenure on the Board, it is understandable that professional and personal commitments don’t always allow for participation in each Board meeting or event.

Specific Officer Duties

Secretary
• Prepare or review and revise the minutes of the Board of Directors meetings as prepared by staff
• Serve as the official signatory on bylaw and constitution amendments and other required documents as dictated by the bylaws and constitution or state and federal law

Treasurer
• Review the financial reports provided by the NOA
• Serve as the official signatory on documents as required by the Bylaws
• Provide financial reports at the Annual Business Meeting, to the Board of Directors and at other such times as required

President-Elect
• Preparing for your year as President. As President-Elect, you will plan and as President, you will implement. You are encouraged to evaluate current activities and policies, set realistic goals, appoint capable people to reach the goals and ensure that the budget is available to meet these goals. This year is your opportunity to learn as much as you can about past activities and current programs and policies in order to effectively lead the Para Section in the future.

2013-2014 NOA Para Board Members

President
Matt Farritor

President-Elect
Daniel Book

Immediate Past President
Brook Hutson

Treasurer
Brandy Saltzman, CPOA

Ex-Officio Member
Jill Luebbert, CPOT, ABOC
2014 Paraoptometric Examinations

The application deadline for the November paraoptometric examinations is October 6, 2014 (9:00 PM EST). Testing appointments may be scheduled between November 1-15 at one of the PSI examination facilities across the U.S. or Canada. Appointments are made through PSI on a first come first served basis. Eligibility notices will be emailed from Professional Testing Corporation (PTC). Anyone not receiving their notice at least two weeks prior to the opening of the examination period should contact PTC with a fax number at (212) 356-0660.

Computer-Based CPOT Clinical Exam Replaces Hands-on Practical

The CPC is pleased to announce that the long-awaited and anticipated CPOT Part 2 Clinical Examination, that replaces the former hands-on practical exam, will be offered for the first time during the November 1-15 examination period. This examination is designed to evaluate the candidate’s applied knowledge. The clinical examination differs from other written examinations as it will include short video clips and images that the candidate will view during the 2-hour exam as they complete the 100 multiple choice questions. Candidate handbooks will be posted on the AOA Web site and applications will go live in the first week of August.

2014 Paraoptometric Certification Renewal (CPO, CPOA, CPOT)

Certification renewal is due on November 1 for those holding a CPO, CPOA, or CPOT designation. Renewal reminders were emailed earlier this year. If you renewed a certification in 2011 or you passed an examination in 2011 and have not advanced to the next level of certification then your renewal is due this year. An exception would be anyone passing either the written or practical examination, but not both, in the last three years. Unsure if your renewal is due? Contact the CPC at CPC@aoa.org to verify your renewal date.

Do be sure to review the current renewal guidelines as they may have changed. Note that the due date is November 1.

Any renewals received after November 15 will be assessed a $25 late fee, no exceptions.

Need credits? AOA members may earn six free credits and have access to the article archives for $10 per credit. Employees of AOA OD members may be enrolled as associate members with the Paraoptometric Resource Center at no cost to the OD or staff. Contact PRC@aoa.org for more information. A list of online education opportunities is available by request at CPC@aoa.org

What is AOA Para Certification?

Paraoptometric certification is a program developed by a respected panel of American Optometric Association paraoptometrics and optometrists, created to encourage continuing education and knowledge as the field of optometric assisting grows.

The AOA offers four certified programs for optometric staff. Each program requires successful completion of an examination prepared and administered by the Commission on Paraoptometric Certification (CPC) with the assistance of Professional Testing Corporation. The purpose of the examinations is to assure a level of knowledge to perform the functions necessary to each certified designation. Recipients must renew their certification every three years to remain current in their field.

The CPOTM, CPOATM, and CPOTTM examinations are accredited by the National Commission for Certifying Agencies (NCCA). The NCCA accreditation serves as a benchmark on how organizations should conduct certification and clearly distinguishes the excellence and value of CPC certification.

<table>
<thead>
<tr>
<th>Program</th>
<th>Level</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Certified Paraoptometric (CPO™)</td>
<td>Entry</td>
<td>A CPO™ is a person who has attained national recognition via certification by demonstrating an understanding of the concepts used in optometric care</td>
</tr>
<tr>
<td>Certified Paraoptometric Assistant (CPOA™)</td>
<td>Intermediate</td>
<td>A CPOA™ is a person who has attained national recognition via certification by demonstrating the ability to apply the concepts used in optometric care</td>
</tr>
<tr>
<td>Certified Paraoptometric Technician (CPOT™)</td>
<td>Advanced</td>
<td>A CPOT™ is a person who has attained national recognition via certification by demonstrating the ability to understand, apply, and interrelate the concepts used in optometric care</td>
</tr>
<tr>
<td>Paraoptometric Coding Certification (CPOC™)</td>
<td>Specialty</td>
<td>A CPOC™ is a person who has attained national recognition via certification by demonstrating proficiency, expertise, and validating superior knowledge in an optometric coding environment</td>
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</tbody>
</table>
Nebraska Certified Paraoptometrics
Certified by the American Optometric Association
Commission on Paraoptometric Certification

Laree Ahlers  CPO  Roxanne Furse  CPOC  Jennifer Lampert  CPO  Lovilia Seyersdahl  CPO
Melissa Alexander  CPOA  Kellie Gamblin  CPO  Karen Larkins  CPO  Nancy Shanahan  CPO
Laura Allen  CPO  Julie Gilbert  CPO  Kourtnie Lewon  CPOA  Michelle Sheldon  CPOA  CPOC
Sara Allen  CPOA  Bobbie Gill  CPOA  Michele Long  CPOA  Ashley Siersk  CPOA
Linda Allington  CPOA  Lisa Goertzen  CPO  Jill Luebbert  CPOA  Kate Sierra  CPO
Pamela Anderson  CPO  Amber Gonka  CPO  Myron Marsh  CPO  Andrea Simpson  CPOC
Amanda Beard  CPO  Courtney Griffith  CPOA  Cynthia Marshall  CPOA  Jennifer Smith  CPO
Heidi Behrens  CPO  Melissia Grooms  CPOA  Cristi Mason  CPOA  Joanie Smith  CPO
Gail Becker  CPO  Lisa Gruntorad  CPOA  Cassi Matthews  CPOA  Rebecca Stanley  CPOA
Debra Benson  CPO  Abby Gutshall  CPOA  Bonnie McCartney  CPOA  Vicki Stockamp  CPO
Jennifer Bissell  CPO  Belinda Haden  CPOA  Melissa McClelland  CPOT  Kara Stokey  CPO
Jana Blaha Edghill  CPOA  Linda Hahn  CPOA  Cindi McGinley  CPOT  Betty Stutzman  CPO
S Daniel Book  CPOA  Mary Haith  CPOA  Cindie Nauert  CPOT  Alyssa Sutton  CPO
Carol Boothwell  CPO  Sonja Hansen  CPOA  Lani Meadows  CPOA  Kailey Swanson  CPO
Ashley Braithwait  CPO  Larry Harden  CPOT  Debra Meyer  CPOA  Regan Swanson  CPO
Kayleen Brewer  CPOT  Clarissa Harmon  CPO  Kimberly Meyer  CPOA  Melanie Swift  CPOA
Theresa Broad  CPO  Danny Hawke  CPO  Shirley Meyer  CPOA  Michelle Terry  CPO
Haley Brown  CPO  Tammi Hawkins  CPOA  Kasey Moser  CPOA  Rochelle Thomas  CPOA
Carrie Brudging  CPOA  Melia Hefti  CPOA  Shellie Naas  CPOA  Katherine Thomsen  CPO
Samantha Bruna  CPO  Amberly Henzeker  CPOA  Sheila Naas  CPOA  Kelly Travis  CPOA
Pamela Bussey  CPOA  Denise Herbert  CPOA  Judy Nauert  CPOA  Tarri Ullsperger  CPO
Rita Caha  CPOA  Marys Hines  CPOA  Bridget Neal  CPOA  Becky Valla  CPOA
Alonna Carda  CPOA  Stefanie Hintz  CPOA  Maria Newell  CPOA  Brandy Van Der Kamp  CPOA
Tonya Carstens  CPOA  Chassey Hoffman  CPOA  Lisa Niemann  CPOA  Devon Volkman  CPO
Amanda Chancellor  CPO  Erik Hoppertad  CPOA  Janelle North  CPOA  Darcy Voorhees  CPOA
Rachel Clark  CPO  Kelly Jablonski  CPOA  Starr Nystrom  CPOT  Gail Walker  CPOA
Sue Anne Cosier  CPO  Amanda Janitz  CPOA  Diane O'Brien  CPOA  Kristina Walker  CPOA
Rebecca Curtis  CPOA  Dominicine Jennings  CPOA  Alison Opltz  CPOA  Lisa Walz  CPO
Carrie D'Agosto  CPO  Paul Jessen  CPOA  Erin 'O'Rourke  CPOA  Nancy Warren  CPO,CPOC
Robyn Dendinger  CPO  Cherie Johnson  CPOA  Danielle Ottmann  CPOA  Karen Weber  CPOA
Stacy Dieckhaus  CPO  Judith Johnson  CPOA  Justine Owings  CPOA  Michelle Wemhoff  CPO
Katherine Domingo  CPOA  Kirk Kastens  CPOA  Brian Paben  CPOA  Stacy White  CPO
Rehena Drummond  CPOA  Brea Kathol  CPOA  Ashley Pelc  CPOA  Lois Williams  CPOA
Sheri Durr  CPOA  Sarah Keeffe  CPOA  Jennifer Peterson  CPOA  Amy Wilson  CPO
Rochelle Dyer  CPOA  Mandy Keim  CPOA  Lindsey Petska  CPOT  Jami Picquet  CPO
Katie Ebeling  CPO  Nioka Keim  CPOT  Jamie Picquet  CPO  Amy Wilson  CPO
Sebastian Edwards  CPOA  Kathryn Keithley  CPOA  Billie Pieters  CPOA  Jami Picquet  CPO
Marsha Einemann  CPOA  Jessisa Kendall-Harrington  CPOA  Micaela Raasch  CPOA  Douglass Wright  CPOA
Judith Ellis  CPOA  Jacqueyn Kennedy  CPOA  Amber Read  CPOA  Sarah Wunderlich  CPO
Marcie Enlow  CPO  Lisa Kirby  CPOA  Jody Reinhardt  CPOA  Michelle Wyre  CPO
Amber Ernesti  CPOA  Janel Kirstine  CPO  Kathryn Remington  CPOA  Charlene Young  CPO
Pamela Fagot  CPOA  Catherine Knoche  CPOT  Rachel Richmeier  CPOA
Matthew Farrar  CPOA  Jason Koch  CPOA  Natasha Ristov  CPOA
Holly Feil  CPOA  Candice Konley  CPOA  Jeana Robinette  CPOA
Katie Ferguson  CPOA  Denise Koranda  CPOA  Marcia Rockey  CPOA
Ann Filips  CPOA  Andrea Kotrous  CPOA  Kellie Rolles  CPOA
Krista Fischer  CPOA  Michelle Kreber  CPOA  Brandy Saltzman  CPOA
Marlys Fiscus  CPOA  Courtney Krebs  CPOA  Janet Schmolldt  CPOA
Tamara Franklin  CPOA  Susan Krejci  CPOA  Loni Schram  CPO
Sheila Franks  CPOA  Jessica Kucera  CPOA  Linda Schutt  CPO
Lindsay Franson  CPOA  Mary Kuxhausen  CPOA  Jessica Schwager  CPOA
Lori Freeman  CPOA  Drew Laird  CPOA  Sie Scott  CPO
Charlotte Fritzmeier  CPOA  Mary LaMaster  CPOA  Sue Seger  CPO
October is See To Learn Month in Nebraska

October is See To Learn Month in Nebraska. Participating NOA members are encouraged to do their own promotion and to schedule See To Learn appointments in October.

NOA & NFCV Promotion

- NOA Board Member Dr. Nancy Dob was interviewed on a 10/11 Moms Everyday television special on Sept. 16. To see the video and share it on your own social media channels, go to http://www.momseveryday.com/lincoln/justformoms/Nebraska_Optometric_Association_226895681.html.
- Governor will proclaim October as See To Learn Month: Governor Heineman will sign a proclamation naming October See To Learn Month in Nebraska on October 8.
- Press Releases: A press release & media alert will be sent to all media outlets statewide and to all Nebraska Senators.
- Facebook ads targeting parents of 3-year-olds will be run during October.
- Facebook Page for See To Learn Month will feature daily tips and information on children’s vision.
- NFCV & NOA Web Sites: Both the NOA and NFCV web sites will be updated to include information on See To Learn Month.

Promote See To Learn in Your Practice

See To Learn is one of the best and most recognizable public service projects of Nebraska optometrists. Vision is vital to the educational success of Nebraska’s children, and each See To Learn provider plays a part in ensuring those children are visually ready to learn.

By seeing children at age 3, you have the opportunity to encourage them to come back for their kindergarten evaluations, and future exams. It is all part of providing vision care for a lifetime.

More ideas:

- Ask your mayor to sign a proclamation for your community
  - The Governor proclaims October as See To Learn month for Nebraska, but you can also ask that your local officials proclaim See To Learn month in your community. Ask them to sign this proclamation: http://nebraska.aoa.org/Documents/NE/SeeToLearn/SAMPLESeeToLearnProclamation.doc. Alert your local media - this is a great photo opportunity. If you have other participating See To Learn providers in your community, be sure to work with them on the proclamation signing.
  - Copy the email at http://nebraska.aoa.org/documents/ne/STLEmail.doc and send it to your address book - ask them to forward it to their friends and family who might benefit from the program.
  - Direct Mail Postcards - Copy this postcard (http://nebraska.aoa.org/Documents/NE/SeeToLearn/STLDirectMailPostcard10.pdf) and mail it to all households with 2-3-year-olds in your community. You can write a note on the postcard: “FYI - signed Dr. Smith,” and send it to your current patients or parents of 2-3 year-olds in your community. You can even purchase a mailing list for those households in your community from an online mailing list service such as www.infousa.com. Or include them in your monthly statements.
  - Sit them in a visible place in your lobby or at the front desk to allow patients to pick them up and take them. Facebook, web site, etc.
  - If your practice has a web site, include information about See To Learn on your site.
  - Does your practice have a Facebook page? Send an update to all your fans reminding them about the free assessment for 3-year-olds. Or, do it through your personal Facebook profile. Ask them to become fans of the See To Learn Facebook Page.
  - Does your newspaper or radio station have an online version? Ask for a quick blurb about the free program on their site.

The See to Learn program provides free visual assessments for 3 year old children. See to Learn evaluations provide a wonderful opportunity for the doctor to discuss with parents the importance of visual examinations and how important vision is to learning, and remind parents about the new requirement for school vision evaluations.

See to Learn is operated in our state by the Nebraska Foundation for Children’s Vision. NOA continues to strongly support this award-winning program as a key component of its children’s vision initiative.

Consumers can get referrals by calling the Eye Care Council at 800-960-EYES (800-960-3937)
Survey Reveals Parents Drastically Underestimate the Time Kids Spend on Electronic Devices
Home and classroom digital use is up among school-age children

According to the Nebraska Optometric Association (NOA), parents severely underestimate the time their children spend on digital devices. A recent survey by the American Optometric Association (AOA), reports that 83 percent of children between the ages of 10 and 17 estimate they use an electronic device for three or more hours each day. However, a separate AOA survey of parents revealed that only 40 percent of parents believe their children use an electronic device for that same amount of time. Eye doctors are concerned that this significant disparity may indicate that parents are more likely to overlook warning signs and symptoms associated with vision problems due to technology use, such as digital eye strain.

NOA spokesperson, Dr. Jeremy Baumfalk, said parents often don’t think about the increased time children spend on electronic devices once they return to the classroom after time off in the summer.

“Each year when school starts we see an increase in kids complaining of symptoms of eye strain. Essentially, they’re going from being home over the summer with a minimal amount of time spent using their devices back to a classroom full of technology, and their time on devices often doubles, leading to a strain on the eyes,” Baumfalk said.

“Symptoms of digital eye strain include headaches, fatigue, blurred or double vision and dry eye,” Baumfalk said.

The NOA recommends a comprehensive eye exam prior to heading back to school. And, children now have the benefit of yearly comprehensive eye exams thanks to the Pediatric Essential Health Benefit in the Affordable Care Act, through age 18.

“Comprehensive eye exams are one of the most important investments a parent can make to help maximize their child’s education and contribute to their overall health and well-being,” added Dr. Baumfalk.

“Eye exams performed by an eye doctor are the only way to diagnose eye and vision diseases and disorders in children. Undiagnosed vision problems can impair learning and can cause vision loss and other issues that significantly impact a child’s quality of life.”

The NOA suggests following some simple guidelines to prevent or reduce eye and vision problems associated with digital eye strain:

- Reduce the amount of lighting in the room to match the computer screen. A lower-watt light can be substituted for a bright overhead light or a dimmer switch may be installed to give flexible control of room lighting.
- Adjust font size. Increase the size of text on the screen of the device to make it easier on the eyes when reading.
- Keep blinking. Frequent blinking helps minimize the chances of developing dry eye when using a computer or digital device by keeping the front surface of the eye moist.

For additional information on children’s vision and the importance of back-to-school eye exams, please visit www.BetterEyeCareNebraska.com
Our Success Is Measured By Your Business Growth

Resources to Feed Your Success From the Ground Up

Matt Jilek
Sales Consultant
Lincoln to the Wyoming border
402.304.5691

Ed Robson
Sales Consultant
Eastern Nebraska
402.980.4141